



Press Release

## **ZOOMARK: POSITIVE RESULTS FOR THE FAIR FOR PET PRODUCTS 735 EXHIBITORS FROM 43 COUNTRIES A SIGNIFICANT INCREASE IN THE NUMBER OF FOREIGN VISITORS**

Results were more than positive for Zoomark International 2017, the B2B fair for the sector of pet products and equipment. The biennial event organized by BolognaFiere, saw confirmation of the trend for growth experienced at the previous edition in 2015. There was a significant increase in the number of international visitors: during the four days of the event there was an increase of 36% in the number of foreign buyers and operators (100 countries were represented), making up over 30% of the total number of participants. In the five pavilions, for a total area of 50 thousand m<sup>2</sup>, there were 735 exhibitors (+17% compared with 2015), of which 479 were from outside Italy, from 42 countries including China (116), USA (65), United Kingdom (51), Germany (51) and France (21). There were six large exhibitions organized by Brazil, Canada, China, United Kingdom, USA and Taiwan. There were also high levels of participation at 25 conferences and seminars that were held as part of the fair, organized by BolognaFiere and by partners and exhibitors in addition to the new area "Aqua Project" dedicated to aquariums.

There was significant interest in the presentation of the tenth edition of the Assalco Zoomark Report 2017, compiled by ASSALCO (National Association of companies involved in the sector of pet food and pet care) and by Zoomark International with the contribution of IRI Information Resources and ANMVI (National Association of Italian Veterinary Doctors). The Report, which is now considered a key document and annual of accredited sources on the progress of the market for pet products and information about the relationship between man and pets, provided a snapshot of the trends for growth in the sector of pet products in Italy. The business volume for pet food for cats and dogs, the largest segment of the market of pet products, in Italy in 2016 exceeded two billion euro (+2.7% compared with 2015) with around 560,000 tonnes sold (+1.3%). There are over 60 million pets in Italian homes: this figure includes 30 million fish, 12.9 million birds, 7.5 million cats, 7 million dogs, 1.8 million small mammals (such as rodents and rabbits) and 1.3 million reptiles.

The next edition of Zoomark International is due to take place in May 2019.

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